

I CLAIM:

1. An auxiliary content selection system comprising:
a content database of records each defining an item of auxiliary content, and a
5 broadcast space for delivery of the associated auxiliary content item, the broadcast space
being segregated into time slots; and
content selection means in communication with the content database for selecting
one of the items in accordance with a correlation between the broadcast spaces and a time
instant of a request from a client terminal for the auxiliary content.
10
2. The auxiliary content selection system according to claim 1, wherein the client
terminal is configured to communicate with at least one network resource accessible over a
network, the broadcast space is segregated into the time slots and network addresses, and
the content selection means is configured to select the auxiliary content in accordance with a
15 correlation between the broadcast space, and the time instant and a network address of the
at least one network resource.
3. The auxiliary content selection system according to claim 1 or 2, wherein the client
terminal has a configuration including at least one of a preferred language and a client
20 jurisdiction, the broadcast space is further segregated into advertisement language and
advertisement jurisdiction, and the content selection means is configured to select the
auxiliary content in accordance with a correlation between the broadcast space and the client
configuration.
- 25 4. A computer-based method of delivering auxiliary content comprising the steps of:
receiving over a network a request from a client terminal for the auxiliary content,
each item of the auxiliary content having an associated broadcast space comprising a
respective time slot; and
selecting one of the items in accordance with a correlation between the broadcast
30 spaces and a time instant of a request from the client terminal for the auxiliary content.
5. The method according to claim 4, wherein the client terminal is configured to
communicate with at least one network resource accessible over the network, the broadcast
space is segregated into the time slots and network addresses, and the content selection
35 step comprises selecting the auxiliary content in accordance with a correlation between the

broadcast space, and the time instant and a network address of the at least one network resource.

6. The method according to claim 4 or 5, wherein the client terminal has a configuration including at least one of a preferred language and a client jurisdiction, the broadcast space is further segregated into advertisement language and advertisement jurisdiction, and the selection step comprises selecting the auxiliary content in accordance with a correlation between the broadcast space and the client configuration.

7. The method according to claim 4 or 5, further comprising the steps of maintaining an advertising broadcast schedule defining the broadcast spaces, and transmitting copies of the advertising broadcast schedule to web servers over the network.

8. A computer-readable medium carrying computing instructions thereon which, when executed on a computing device, cause the computing device to:

receive over a network a request from a client terminal for the auxiliary content, each item of the auxiliary content having an associated broadcast space comprising a respective time slot; and

select one of the items in accordance with a correlation between the broadcast spaces and a time instant of a request from the client terminal for the auxiliary content.

9. The computer-readable medium according to claim 8, wherein the client terminal is configured to communicate with at least one network resource accessible over the network, the broadcast space is segregated into the time slots and network addresses, and the content selection step comprises selecting the auxiliary content in accordance with a correlation between the broadcast space, and the time instant and a network address of the at least one network resource.

10. The computer-readable medium according to claim 8 or 9, wherein the client terminal has a configuration including at least one of a preferred language and a client jurisdiction, the broadcast space is further segregated into advertisement language and advertisement jurisdiction, and the selection step comprises selecting the auxiliary content in accordance with a correlation between the broadcast space and the client configuration.

11. The computer-readable medium according to claim 8 or 9, further comprising the steps of maintaining an advertising broadcast schedule defining the broadcast spaces, and transmitting copies of the advertising broadcast schedule to web servers over the network.

- 5 12. An auxiliary content delivery server comprising:
- receiving means for receiving over a communications network a request from a client terminal for auxiliary content;
- a content database of records each defining an item of the auxiliary content, and a broadcast space for delivery of the associated auxiliary content item, the broadcast space
- 10 being segregated into time slots;
- content selection means in communication with the receiving means and the content database for selecting the auxiliary content in accordance with a correlation between the broadcast spaces and a time instant of issuance of the request; and
- delivery means in communication with the content selection means for initiating
- 15 delivery of the selected content to the client terminal over the network.

13. The auxiliary content delivery server according to claim 12, wherein the client terminal is configured to communicate with at least one network resource accessible over the network, the broadcast space is segregated into the time slots and network addresses, and
- 20 the content selection means is configured to select the auxiliary content in accordance with a correlation between the broadcast space, and the time instant and a network address of the at least one network resource.

14. The auxiliary content delivery server according to claim 12 or 13, wherein the client
- 25 terminal has a configuration including at least one of a preferred language and a client jurisdiction, the broadcast space is further segregated into advertisement language and advertisement jurisdiction, and the content selection means is configured to select the auxiliary content in accordance with a correlation between the broadcast space and the client configuration.

- 30 15. The auxiliary content delivery server according to claim 12 or 13, further configured to maintain statistics of the content delivery.

16. The auxiliary content delivery server according to claim 12 or 13, further configured to
- 35 maintain an advertising broadcast schedule defining the broadcast spaces, and transmit copies of the advertising broadcast schedule to web servers over the network.

17. A computer-based method of delivering auxiliary content comprising the steps of:
defining a plurality of broadcast spaces, each said broadcast space comprising a
respective time slot for delivery of the auxiliary content over a communications network, and
5 a fee payable for the delivery during the associated time slot;
receiving over a network a request from a client terminal for the auxiliary content,
each item of the auxiliary content having an associated broadcast space comprising a
respective time slot; and
selecting one of the items in accordance with a correlation between the broadcast
10 spaces and a time instant of a request from the client terminal for the auxiliary content.